

User Engagement, Communication, Publicity, and Feedback

By

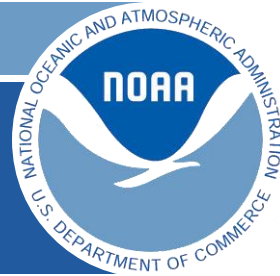
L. DeWayne Cecil

Global Science and Technology

NCDC, Asheville, NC

August 2, 2012

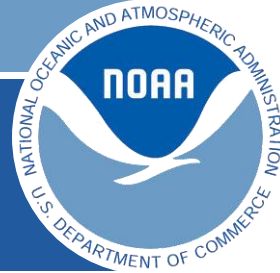




Outline

- **Overview of User Engagement Plan for CDR Program**
 - Science and Applications Committee
 - Key Rapid Prototypes for Demonstrating Value Added of CDRs
 - Utilizing CDRs in NOAA's Climate Focus area projects and future National and International Assessments
- **Advertising Your Datasets, Products, and Records**
 - Fact Sheets
 - New NOAA NCDC and CDR websites
 - Feedback from users through websites and the Science and Applications Committee

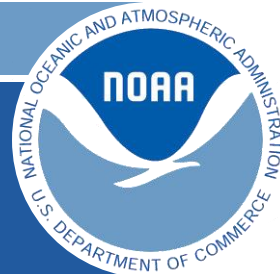




Integrated CDR Program User Engagement Plan

- **Draft Plan is underway internally, will ask our PIs for review when ready, October 2012**

- **Key element, Science and Applications Committee**
 - **David Behar, Climate Lead,
San Francisco Public Utilities Commission**
 - **Tim Brown, Director, Western Regional
Climate Center**
 - **Dr. Cynthia Rosenzweig, Chief of Climate Impacts Group
NASA GISS, Columbia University**
 - **Tom Iseman, Water and Climate Lead,
Western Governor's Association**
 - **2-3 CDR Program Principal Investigators**



CDR User Engagement Plan Science and Applications Committee-cont.

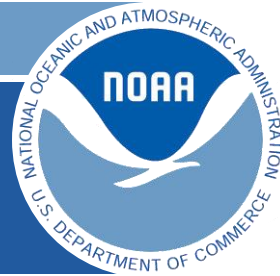
- **NOAA NCDC Representation**
- **International Representative (EUMETSAT, ESA, JAXA, CONAE for example)**
- **Industry Representatives, Private Sector**
- **American Association of State Climatologists Representative**

Additional Proposed Participation:

U.S. AID

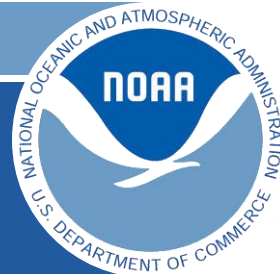
U.S. Department of the Interior

U.S. Department of Agriculture



Science and Applications Committee

- **Develop CDR User Requirements**
- **Develop guidelines for the CDR Program and our PIs for engaging new user communities**
- **Strengthen Communication between the Program, our PIs, and Users**
- **Assist in establishing a Use-Inspired CDR Precedence and Priority**



Integrated Plan Will Focus On, Communication, Rapid Prototypes (GFNMS) and 3 Initial Climate Projects

(1) CLIMATE IMPACTS ON WATER RESOURCES, NATIONAL INTEGRATED DROUGHT INFORMATION SYSTEM (NIDIS): Provide coordinated and authorization information to guide water resources managers

Example User Groups: water resource managers, civil engineers, farmers, emergency management officials, USBR, USDA, USACE

Example CDRs: Precipitation, Snow Extent

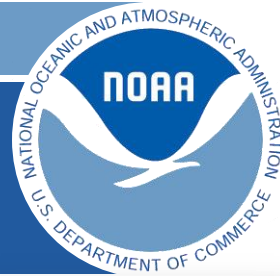


(2) COASTAL INUNDATION: Understand physical processes that drive sea-level rise and coastal inundation, and provide the best available information to decision-makers

Example User Groups: coastal and emergency managers, NOS, FEMA, USACE, USGS, HUD

Example CDRs: Snow Extent, Sea Ice Concentration, Sea Level Rise





3 Climate Projects-cont.

3. WEATHER EXTREMES IN A CHANGING CLIMATE:

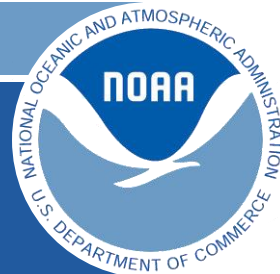
Develop and deliver information to anticipate, prepare for, and adapt to weather and climate extremes

Example User Groups: emergency managers, state and local officials, energy industry, resource managers, city planners, insurance industry

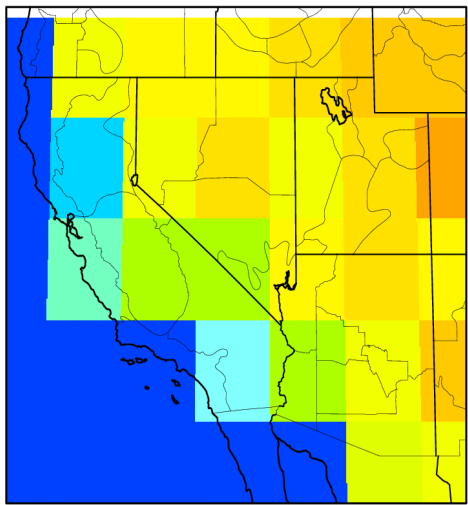
Example CDRs: All

Most important 3 factors, scale, scale, scale,,,adaptation to climate variability and change is local

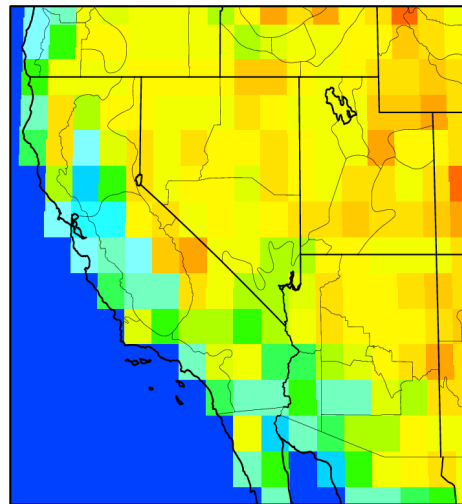




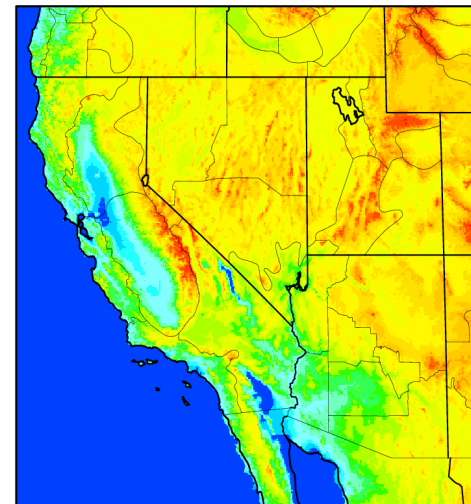
Climate model resolution is improving Satellite CDRs are essential



IPCC (2007)



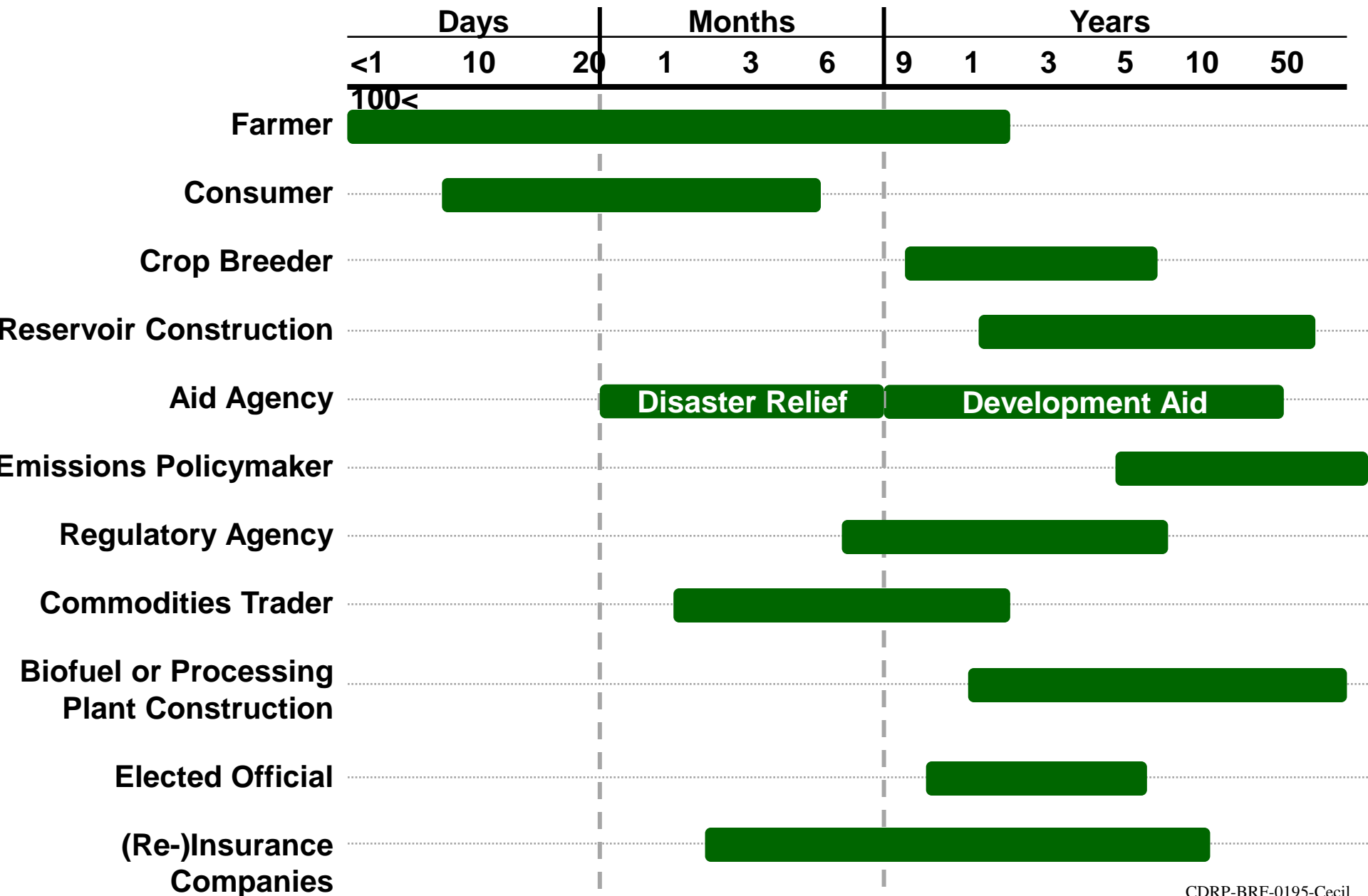
IPCC (2013)

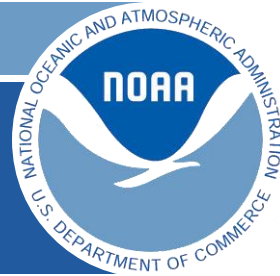


Nested Regional
Climate Model
(NRCM)

(Hurrell 2008)

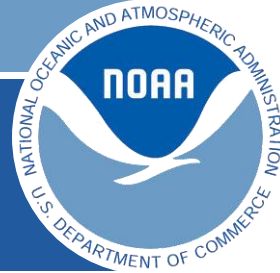
Temporal Scale of Agricultural Sector Stakeholder Interest





Communication via CDR Fact Sheets

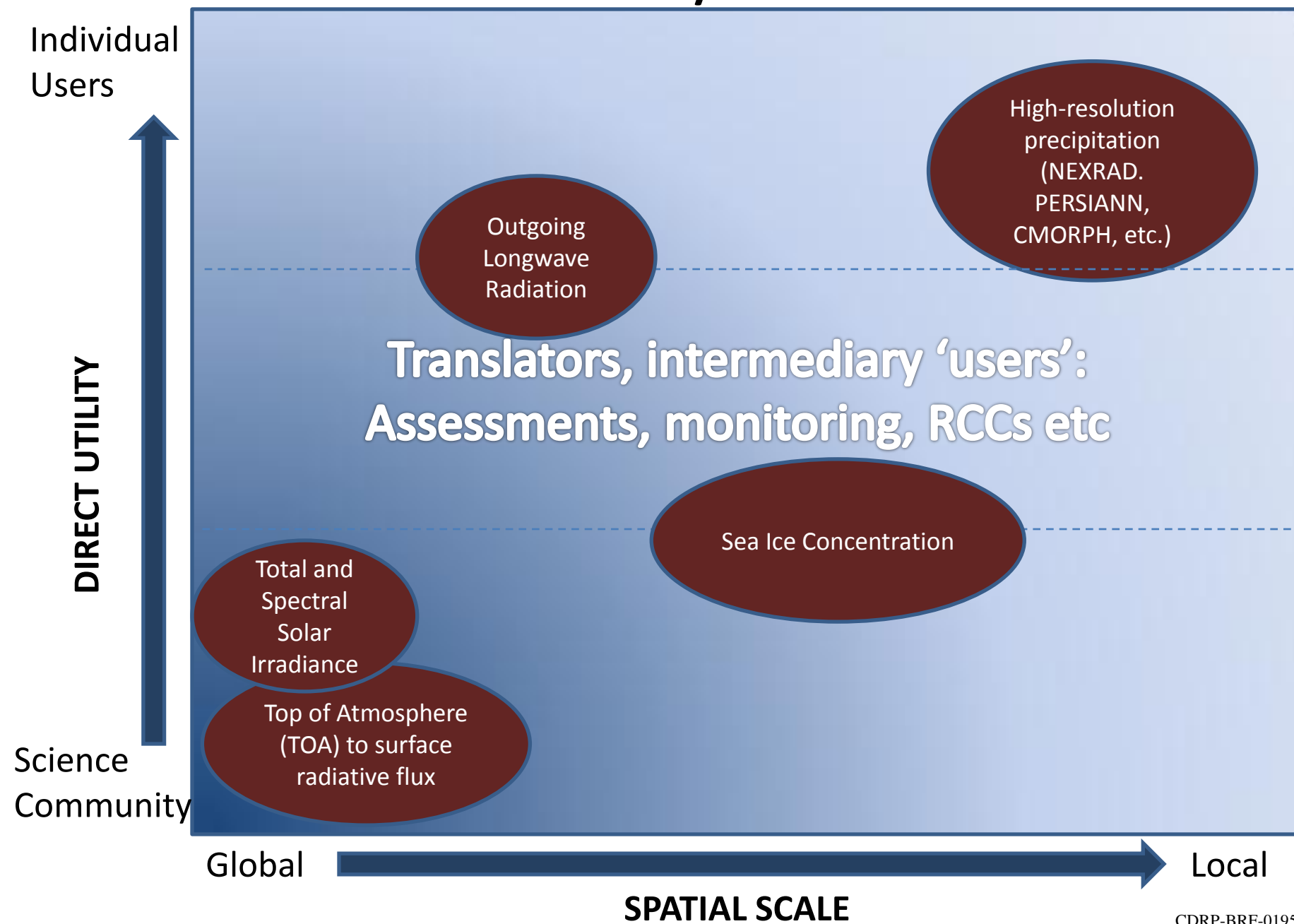
- **Two Fact Sheets Being Drafted, will serve as template**
 - **Optimum Interpolation Sea Surface Temperature
OISST Team at NCDC
Communications Personnel in NCDC DO
CDR Program Staff and Contractor Support**
 - **Sea Ice Concentration
NSIDC and NASA Goddard Sea Ice Team
Communications Personnel in NCDC DO
CDR Program Staff and Contractor Support**



CDR Program Next Steps

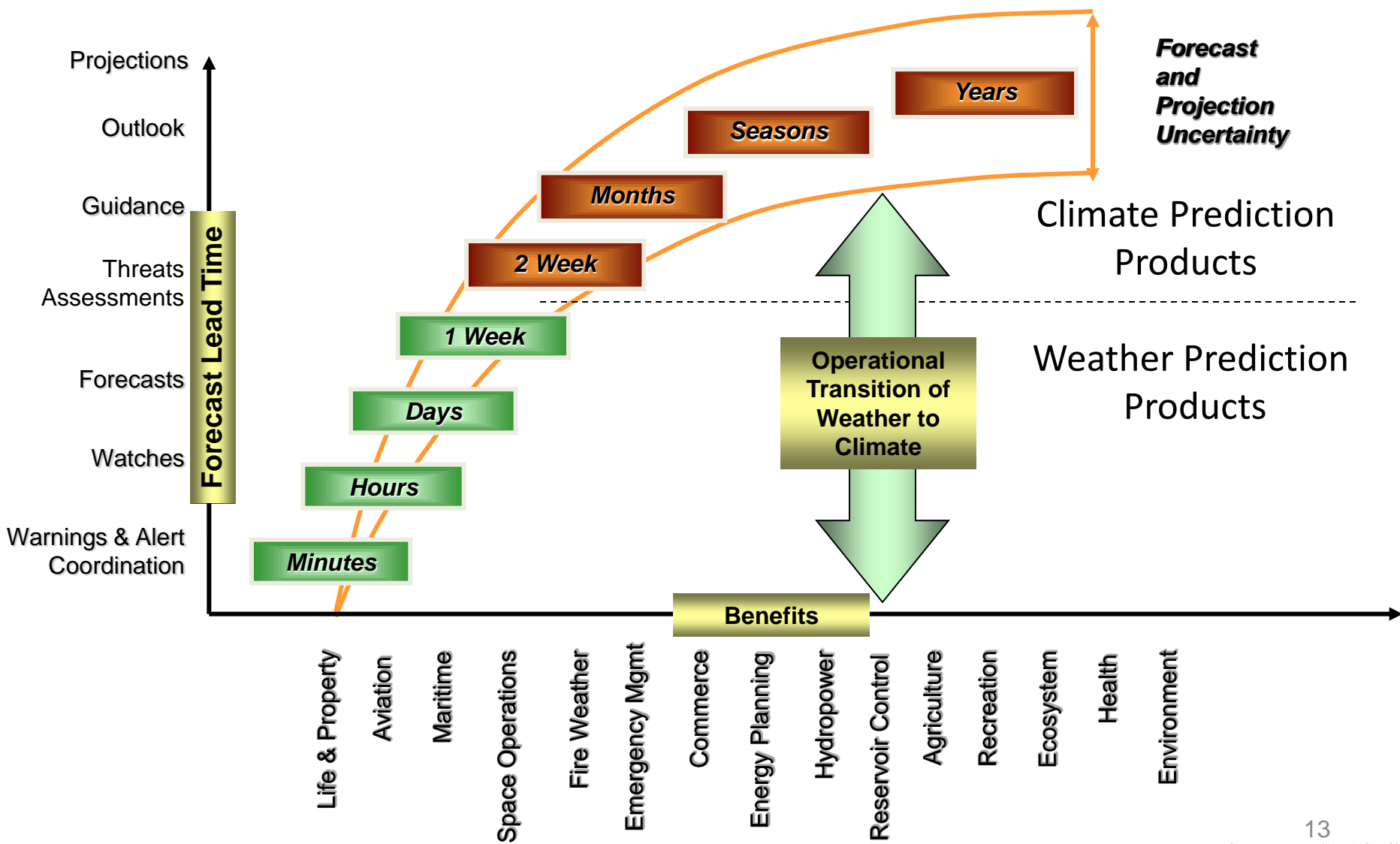
- With our PIs and End Users, develop business practices that strengthen user-inspired science while meeting demand for products and services
- Engage external and internal audiences regarding NOAA's climate focus plans and show the utility of CDRs to contribute
- Continued evolution of the NOAA NCDC and CDR websites

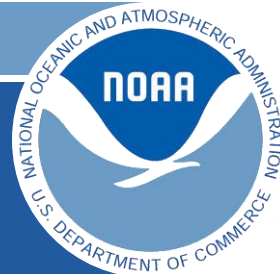
CDR Direct/Indirect Users





NOAA Seamless Suite of Forecast Products Spanning Weather and Climate





For more information...

- Jeff.Privette@noaa.gov NOAA NCDC
Chief Scientist CDR Program
- Walter.Glance@noaa.gov NOAA NCDC
Program Manager CDR Program
- Dan.Wunder@noaa.gov
Global Science and Technology
- DeWayne.Cecil@noaa.gov –
Global Science and Technology

